

FOR IMMEDIATE RELEASE

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**1,000 Volunteers to Rally Downtown June 9
to Beautify Over-the-Rhine Greenspaces and Riverfront Park**

CINCINNATI, Ohio – A record 1,000 volunteers from GE will arrive by the busload in Over-the-Rhine and on the Ohio Riverfront **Friday, June 9**, to sow natural beauty and clean up greenspaces in a massive undertaking coordinated by the global Evendale corporation with the Cincinnati Parks and other entities. The endeavor is the largest volunteer undertaking ever for both the Cincinnati Park Board and GE - Aviation employees.

The GE volunteers will kick off their day of urban environmental volunteerism with a rally at **8:30 a.m. Friday in Washington Park in Over-the-Rhine**, where Cincinnati Mayor Mark Mallory, GE - Aviation President CEO Scott Donnelly and others will address a crowd of hundreds of GE volunteers and civic leaders.

The volunteers then will reboard their buses and fan out to 22 sites throughout Over-the-Rhine and two sites along the Ohio riverfront on land that will be Cincinnati's future Central Riverfront Park.

"We are so pleased to have this huge commitment from GE volunteers to plant trees, sow grass, sweep sidewalks, trim shrubs and make our city beautiful," said Cincinnati Park Board Vice President Roscoe Fultz.

The event is part of GE's Global Community Days, where GE Volunteers around the world participate in community service projects.

After the morning ceremony in Washington Park, Mayor Mallory and GE CEO Donnelly will plant a tree in Washington Park. Fifty volunteers then will stay to work in Washington Park. Other volunteers will work in Lincoln Park, and at greenspaces along Central Parkway, Liberty Street, Mulberry Street, and many other streets in the Over-the-Rhine neighborhood. Some will plant summer flowers in the Miracle Mile Flower Boxes in Over-the-Rhine. One hundred of the GE Volunteers will board buses to work on the Ohio riverfront in a massive cleanup of Cincinnati's "front door" on land that will be the future Central Riverfront Park.

The GE Volunteers will be bused from GE - Aviation's Evendale headquarters in two shifts. Five hundred will arrive at Washington Park for the morning rally and work the first shift until noon. They will be replaced by 500 more GE employees who will work the second shift from 12:30 p.m. to 4:00 p.m. Friday. Throughout the day they will mulch, pick up trash, sweep sidewalks, trim shrubs, weed, and do other work to improve the cityscape.

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Keep Cincinnati Beautiful is another key partner in the endeavor. Keep Cincinnati Beautiful is a not-for-profit organization promoting litter prevention, recycling, community improvement and beautification through citizen action, education and strategic partnerships in the Greater Cincinnati area. In collaboration with Keep Cincinnati Beautiful, GE volunteers will concentrate their efforts in the 1300 block of Vine installing murals on Vine Street and improving the look of Imagination Alley by planting a large flowerbed. The murals are products of local youth and are inspired from their pride of the area. Imagination Alley is a small pocket park that has been beautified by mosaic works and landscaping creating an oasis for residents, businesses and visitors.

Other collaborative partners on the GE Volunteer project include:

- Cincinnati Center City Development Corp. (3CDC)
- Civic Garden Center
- Over the Rhine Foundation
- Cincinnati Police Department (Special Services)
- Cincinnati Department of Public Services

About Cincinnati Parks

Cincinnati Parks has been judged one of the best in the nation, rated 'excellent' by the Trust for Public Land. USA Today ranked the Cincinnati Park system as one of the top three urban park systems in the country. Cincinnati Parks' 5,000 acres of park properties make up approximately 10% of the city's land. Cincinnati Parks include more than 150 parks and greenspaces throughout all areas of the city, with five nature centers, 50 miles of hiking/bridle trails and 16 scenic overlooks. Visit www.cincinnati-oh.gov/parks.

Media opportunities for photos, video, interviews

Friday, June 9, 2006

8:30 a.m. in Washington Park, 1230 Elm Street, Over-the-Rhine

– Rally and opening ceremonies with 500 volunteers, GE executives and city officials, plus ceremonial tree planting

9:15 am. – 4:00 p.m. – 1,000 volunteers working at various locations including:

- Washington Park, 1230 Elm Street, Over-the-Rhine
- Central Riverfront Park on the Ohio riverfront (Enter off Mehring Way through gate between two stadiums across from the "Stadium Street" sign.)
- Imagination Alley, a pocket park in the 1300 block of Vine, where volunteers will install murals and plant flowers. (Afternoon is best time for photos here.)
- Lincoln Park, 1000 Ezzard Charles Drive, West End
- Miracle Mile Flower Boxes – on buildings along Vine, Walnut, Race, Central Parkway and other streets in Over-the-Rhine
- Central Parkway, Over-the-Rhine
- Vine Street from Liberty to Central Parkway, Over-the-Rhine
- Liberty Street-East at Reading Road, Over-the-Rhine
- Mulberry Street, Over-the-Rhine